

Message Text

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AMEMBASSY VIENNA

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SUBJECT: SYMPOMECH EXHIBIT

COMMERCE FOR BEWT/OEWD (ABRAHAMSON)

VIENNA FOR USEWTC

REF: (A) PRAGUE 874 (B) USDOC 09698

1. BUSINESS DEVELOPMENT OFFICE AT SYMPOMECH ENABLED EMBASSY TO INITIATE INTERESTING AND PROMISING CONTACTS WITH A WIDE RANGE OF PERSONS FROM THE CZECHOSLOVAK CONSTRUCTION AND HOUSING SECTORS. INCLUDED ARE OFFICIALS FROM STATE-OWNED CONSTRUCTION ENTERPRISES, BUILDING COOPERATIVES, RESEARCH INSTITUTES, MINISTRIES OF CONSTRUCTION, PLUS OFFICIALS OF LARGE HOUSING ESTATES, ONE OF WHICH ADMINISTERS 40,000 DWELLINGS IN OSTRAVA.

2. SYMPOMECH WAS THE FIRST OPPORTUNITY MANY OF THESE PERSONS HAD HAD TO MEET WITH ANYONE PROMOTING AMERICAN CONSTRUCTION TOOLS AND EQUIPMENT AND BUILDING MATERIALS. NEVERTHELESS, THE EMBASSY GOT FIVE SOLID OPPORTUNITIES, PLUS PERHAPS TEN MORE LEADS THAT, TO BECOME FIRM, WILL REQUIRE APPROVAL BY SUPERIORS OF PERSONS WHO VISITED BDO, OR FURTHER DISCUSSIONS BETWEEN BUYERS AND EMBASSY. EMBASSY WISHES TO POINT OUT THESE CONTACTS WITH END-USERS COULD HAVE BEEN MADE ONLY AT SYMPOMECH. MANY PERSONS WERE OPENLY AND INFECTIOUSLY ENTHUSIASTIC OVER WHAT U.S. INDUSTRY HAS TO OFFER IN HOUSING, A TRADITIONAL
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CZECHOSLOVAK SORE POINT.

3. ING. MATEJKA, THE ORGANIZER OF SYMPOMECH, IS SICK AND AWAY FROM WORK. WHEN HE RETURNS TO THE OFFICE, EMBOFFS WILL MEET WITH HIM TO DISCUSS WHICH OF THE U.S. FIRMS THAT SENT CATALOGUES APPEAR TO HAVE A SERIOUS CHANCE OF PENETRATING THIS MARKET. HIS WORDS CARRY A GREAT DEAL OF WEIGHT BECAUSE THE COMMITTEE FOR THE MECHANIZATION OF CONSTRUCTION, OF WHICH HE IS A KEY MEMBER, DETERMINES WHICH NEW TECHNOLOGIES CZECHOSLOVAKIA SHOULD IMPORT.

PERRY

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